

MINNESOTA VACATION TRAVEL SURVEYS

1972 - 1983

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Project #79-097
Denis P. Mager
Research Branch
Department of Business Development
and Tourism

Introduction

Minnesota has been one of the major market areas for United States tourist travel to Manitoba. It is due to this factor that the State has been given a great deal of attention in provincial tourist promotion campaigns.

While Minnesota provides a major portion of Manitoba's visitors, it compares poorly on a per capita basis with the State of North Dakota. In an attempt to increase the rate and volume of visitors from Minnesota and particularly from the metropolitan region of Minneapolis-St. Paul, the Department of Business Development and Tourism undertakes tourism promotion and advertising campaigns within that area.

The purpose of this survey is to measure the number of households in the State whose residents had visited the Province on a vacation or pleasure trip, which included at least one night away from home. This survey reflects the effectiveness of the advertising campaign in generating increased travel to Manitoba and also follows changes in provincial shares of this vacation travel market.

Sample households are chosen in a manner that makes them representative of the population of households in the State both in terms of socio-economic level and geographic location. In 1982 and 1983 categorical changes were made to the age and income groupings to coincide with changing socio-economic patterns.

Summary and Conclusions

The following section briefly summarizes this survey and draw some conclusions from the data it has provided.

Total Households

The incidence of vacation/pleasure travel by Minnesotan households:

- in general travel rates have substantially increased from 1982.
- to Canada has increased to a five year high in 1983.
- to Manitoba has increased to a seven year high in 1983.
- in spite of the increase in travel rates to Manitoba, the market share of Minnesota vacation/pleasure trips to Canada has declined from 1982.

Twin Cities/Non-Metro Households

- Twin Cities residents continue to take vacation/pleasure trips at a higher rate than non-metro residents but residents of both geographic categories travel to Canada at about the same rate.
- Metro and non-metro residents rate of travel to Manitoba reflects the travel rate to Canada.

Sex/Age/Education

To reiterate the travel trends established in earlier surveys, it is known that males travelled at higher rates than females; young people tend to travel more than older people; households with higher incomes travelled at higher rates than lower income households; and household heads with more than post-secondary education travelled at higher rates than those with less education.

General travel trends of Minnesota households confirms this again in 1983.

Sex

The adult male population travelled at slightly higher rates than the female population and both groups experienced increases in their rate of travel.

Males travelled to Canada at higher rates than females.

Both genders travelled to Manitoba at about the same rate in 1983.

Age

Generally, the highest incidence of vacation/pleasure travel continues to occur among those Minnesotans under 65 years of age.

Not only did the under 65 age groups travel at higher rates than the over 65, but the younger age group's rate of travel increased substantially from 1982.

Income

The relationship of income to travel continues to play a significant role.

In 1983, the rate of travel in all income categories increased from 1982 rates.

Travel rates to Canada and Manitoba was generally higher amongst those Minnesota households with more than \$25,000 annual income.

It should be noted that a possible aberration in travel trends has appeared in the income group of 10,000 - 14,999 with a travel rate greater than the highest income group.

Education

Those household heads with college education took vacation/pleasure trips at higher rates than other education categories.

Household heads with college education had comparatively lower increases in travel rates than other educational categories which indicated substantial rate increases.

Vacation/pleasure travel to Canada and Manitoba was the highest among Minnesota household heads with college education.

Conclusions

While the incidence of vacation/pleasure travel by Minnesotans to Canada has indicated an increase of almost 4 percentage points from 1982, the incidence of travel to Manitoba has increased only marginally.

Consequently, Manitoba's market share of vacation/pleasure travel to Canada by Minnesota residents has decreased.

Of those Minnesota households surveyed in 1983, 4.8% indicated vacation/pleasure travel to Manitoba which is the highest rate since 1977.

Of the Minnesota households surveyed, 2.8% were visiting Manitoba exclusively, a decrease of 0.28 percentage points.

Overall while other indicators of travel to Manitoba indicated declines in the volume of Minnesota residents visiting Manitoba, this survey suggests increases in the rate of travel.

It is believed that the frequency at which Minnesotans travel to Manitoba (number of trips) has declined.

a) Incidence of Vacation Trips

In 1983, the incidence of vacation trips with the intent of remaining one or more nights away from home by sampled Minnesota household members has increased by about 15 percentage points from recorded 1982 rates. (Table 1)

Twin city household members travel at rates of 84.48% or about 13 percentage points more than in 1982 and about 10 percentage points more than non-metro households.

Again in 1983, as in most of the past survey years the adult male populace travels at rates slightly higher than the adult female populace.

The largest proportion of Minnesota household members took vacations in 1983 were in the 35 - 44 years of age category.

As in the past, higher income groups travelled at higher rates than lower income groups.

All income groups indicated increases in travel rates.

Higher travel rates were indicated for those household heads with higher levels of education.

Increases in travel rates were experienced by Minnesota household members in all education categories.

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TABLE 1
INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1982 - 1983
(HOUSEHOLD MEMBERS HAVING TAKEN VACATION/PLEASURE TRIPS
OF ONE OR MORE NIGHTS AWAY FROM HOME)

POPULATION CHARACTERISTICS:	1983	1982	POPULATION CHARACTERISTICS:
STATE TOTAL:	79.10%	63.99%	STATE TOTAL:
TWIN CITIES HOUSEHOLDS	84.48%	71.49%	TWIN CITIES HOUSEHOLDS
NON-METRO HOUSEHOLDS	74.44%	57.79%	NON-METRO HOUSEHOLDS
SEX:			SEX:
MALE ADULT POPULATION	79.35%	64.29%	MALE ADULT POPULATION
FEMALE ADULT POPULATION	78.94%	63.75%	FEMALE ADULT POPULATION
AGE:			AGE:
HOUSEHOLD HEAD UNDER 35 YEARS	83.78%	67.63%	HOUSEHOLD HEAD UNDER 30 YEARS
HOUSEHOLD HEAD 35-44 YEARS	85.45%	69.65%	HOUSEHOLD HEAD 30-49 YEARS
HOUSEHOLD HEAD 45-64 YEARS	81.82%	62.44%	HOUSEHOLD HEAD 50-64 YEARS
HOUSEHOLD HEAD 65+	54.72%	52.30%	HOUSEHOLD HEAD 65+
AGE COMPARISON:			AGE COMPARISON:
HOUSEHOLD HEAD UNDER 65 YEARS	83.61%	67.24%	HOUSEHOLD HEAD UNDER 65 YEARS
HOUSEHOLD HEAD OVER 65 YEARS	54.72%	52.30%	HOUSEHOLD HEAD OVER 65 YEARS
INCOME:			INCOME:
HOUSEHOLD INCOME UNDER \$10,000	60.95%	42.19%	HOUSEHOLD INCOME UNDER \$10,000
HOUSEHOLD INCOME \$10,000-14,999	75.22%	56.43%	HOUSEHOLD INCOME \$10,000-14,999
HOUSEHOLD INCOME \$15,000-24,999	84.55%	66.10%	HOUSEHOLD INCOME \$15,000-24,999
HOUSEHOLD INCOME \$25,000+	88.44%	81.33%	HOUSEHOLD INCOME \$25,000+
EDUCATION:			EDUCATION:
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	57.36%	43.96%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	76.25%	59.36%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL EDUCATION
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	83.57%	66.20%	HOUSEHOLD HEAD WITH POST-HIGH SCHOOL EDUCATION
HOUSEHOLD COLLEGE GRADUATE	89.75%	83.46%	HOUSEHOLD COLLEGE GRADUATE
SURVEY SAMPLE SIZE	1,000	1,008	SURVEY SAMPLE SIZE

NOTE: In 1983, categorical changes were made to the AGE groupings.
The categories on the left apply to the 1982 survey,
and the categories on the right apply to the 1983 survey.
The AGE COMPARISON category groups the age categories of
these two survey years into one comparable category.

b) Travel to Canada

Since the survey was initiated in 1972, vacation/pleasure trips to Canada by Minnesota residents increased to a peak of 15.3% in 1974 then began to decline to a low of 9.4% in 1979.

Since 1979 this rate of travel has increased slowly to 14.7% in 1983. (Appendix I - Historical Statistics - Table 1.)

Twin City household members travel to Canada at slightly higher rates than non-metro residents.

The adult male populace travels to Canada at higher rates than the adult female populace.

Minnesota household heads in the 35 - 44 years of age category travel to Canada at higher rates than household heads in other age categories.

Minnesota households with higher incomes tend to travel to Canada at higher rates than those household members with low incomes.

This generalization continues to hold true for all the years of this survey.

Minnesota household heads with higher education tend to travel to Canada at higher rates than those household head with lower education.

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TABLE 2
INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1982 - 1983
(Household with members who travelled to Canada
on a vacation/pleasure trip)

POPULATION CHARACTERISTICS:	1983	1982	POPULATION CHARACTERISTICS:
STATE TOTAL:	14.70%	11.01%	STATE TOTAL:
TWIN CITIES HOUSEHOLDS	15.30%	11.84%	TWIN CITIES HOUSEHOLDS
NON-METRO HOUSEHOLDS	14.18%	10.33%	NON-METRO HOUSEHOLDS
SEX:			SEX:
MALE ADULT POPULATION	16.62%	12.05%	MALE ADULT POPULATION
FEMALE ADULT POPULATION	13.43%	10.18%	FEMALE ADULT POPULATION
AGE:			AGE:
HOUSEHOLD HEAD UNDER 35 YEARS	16.76%	12.86%	HOUSEHOLD HEAD UNDER 30 YEARS
HOUSEHOLD HEAD 35-44 YEARS	17.84%	12.74%	HOUSEHOLD HEAD 30-49 YEARS
HOUSEHOLD HEAD 45-64 YEARS	12.65%	11.71%	HOUSEHOLD HEAD 50-64 YEARS
HOUSEHOLD HEAD 65+	9.43%	4.60%	HOUSEHOLD HEAD 65+
AGE COMPARISON:			AGE COMPARISON:
HOUSEHOLD HEAD UNDER 65 YEARS	13.27%	12.52%	HOUSEHOLD HEAD UNDER 65 YEARS
HOUSEHOLD HEAD OVER 65 YEARS	9.43%	4.60%	HOUSEHOLD HEAD OVER 65 YEARS
INCOME:			INCOME:
HOUSEHOLD INCOME UNDER \$10,000	8.88%	4.69%	HOUSEHOLD INCOME UNDER \$10,000
HOUSEHOLD INCOME \$10,000-14,999	12.39%	10.00%	HOUSEHOLD INCOME \$10,000-14,999
HOUSEHOLD INCOME \$15,000-24,999	16.74%	10.17%	HOUSEHOLD INCOME \$15,000-24,999
HOUSEHOLD INCOME \$25,000+	18.59%	15.06%	HOUSEHOLD INCOME \$25,000+
EDUCATION:			EDUCATION:
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	10.08%	6.04%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	13.49%	10.53%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL EDUCATION
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	13.93%	9.26%	HOUSEHOLD HEAD WITH POST-HIGH SCHOOL EDUCATION
HOUSEHOLD COLLEGE GRADUATE	20.08%	17.32%	HOUSEHOLD COLLEGE GRADUATE
SURVEY SAMPLE SIZE	1,000	1,008	SURVEY SAMPLE SIZE

NOTE: In 1983, categorical changes were made to the AGE groupings.
The categories on the left apply to the 1982 survey,
and the categories on the right apply to the 1983 survey.
The AGE COMPARISON category groups the age categories of
these two survey years into one comparable category.

c) Travel to Manitoba

In 1983, travel to Manitoba by Minnesota householders reached a rate of 4.80%, which is the largest travel rate since 1977.

Overall the trend suggests a continued recovery from the 1979 record low travel rate of 2.7% (Appendix I - Historical Statistics - Table 3.)

In 1983, Twin Cities residents travelled to Manitoba at slightly lower rates than non-metro residents, a reversal of the 1982 survey results.

In 1983, the travel rates of both adult male and female Minnesota residents have increased over 1982 but the adult female populace travelled to Manitoba at higher rates than the adult male populace.

The largest proportion of Minnesotan residents travelling to Manitoba in 1983 were under 35 years of age.

As in the past, Minnesota households with higher incomes tend to travel to Manitoba at higher rates than households with lower annual incomes.

Households with incomes of \$10,000-\$14,999 exhibited higher than usual travel rates in 1983.

Following general travel trends, the Minnesota household heads with higher education travelled at higher rates than those with lesser education.

Household heads with only high school education exhibited higher than usual travel rates in 1983.

In 1979, an additional question was added to the survey to determine what proportion of Minnesota household heads who indicated vacationing in Canada, vacationed exclusively in Manitoba.

In 1983, 2.80% of the Minnesota household members who indicated that they took a vacation/pleasure trip visited Manitoba exclusively.
(Table 4)

This represents a decline of 8.95% from 1982 travel rates.

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TABLE 3
INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1982 - 1983
(Household with members who travelled to Manitoba
on a vacation/pleasure trip)

POPULATION CHARACTERISTICS:	1983	1982	POPULATION CHARACTERISTICS:
STATE TOTAL:	4.80%	3.97%	STATE TOTAL:
TWIN CITIES HOUSEHOLDS	4.53%	4.17%	TWIN CITIES HOUSEHOLDS
NON-METRO HOUSEHOLDS	5.04%	3.80%	NON-METRO HOUSEHOLDS
SEX:			SEX:
MALE ADULT POPULATION	4.79%	3.79%	MALE ADULT POPULATION
FEMALE ADULT POPULATION	4.81%	4.11%	FEMALE ADULT POPULATION
AGE:			AGE:
HOUSEHOLD HEAD UNDER 35 YEARS	5.68%	4.98%	HOUSEHOLD HEAD UNDER 30 YEARS
HOUSEHOLD HEAD 35-44 YEARS	5.16%	4.34%	HOUSEHOLD HEAD 30-49 YEARS
HOUSEHOLD HEAD 45-64 YEARS	4.74%	4.39%	HOUSEHOLD HEAD 50-64 YEARS
HOUSEHOLD HEAD 65+	2.52%	1.72%	HOUSEHOLD HEAD 65+
AGE COMPARISON:			AGE COMPARISON:
HOUSEHOLD HEAD UNDER 65 YEARS	4.42%	4.54%	HOUSEHOLD HEAD UNDER 65 YEARS
HOUSEHOLD HEAD OVER 65 YEARS	2.52%	1.72%	HOUSEHOLD HEAD OVER 65 YEARS
INCOME:			INCOME:
HOUSEHOLD INCOME UNDER \$10,000	1.78%	2.08%	HOUSEHOLD INCOME UNDER \$10,000
HOUSEHOLD INCOME \$10,000-14,999	6.19%	4.29%	HOUSEHOLD INCOME \$10,000-14,999
HOUSEHOLD INCOME \$15,000-24,999	4.29%	3.39%	HOUSEHOLD INCOME \$15,000-24,999
HOUSEHOLD INCOME \$25,000+	6.03%	5.42%	HOUSEHOLD INCOME \$25,000+
EDUCATION:			EDUCATION:
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	3.10%	2.20%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	5.44%	2.92%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL EDUCATION
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	4.29%	4.17%	HOUSEHOLD WITH POST-HIGH SCHOOL EDUCATION
HOUSEHOLD COLLEGE GRADUATE	5.33%	6.69%	HOUSEHOLD COLLEGE GRADUATE
SURVEY SAMPLE SIZE	1,000	1,008	SURVEY SAMPLE SIZE

NOTE: In 1983, categorical changes were made to the AGE groupings.
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and the categories on the right apply to the 1983 survey.
The AGE COMPARISON category groups the age categories of
these two survey years into one comparable category.

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TABLE 4
WHICH CANADIAN PROVINCES WERE VISITED
(Household members having taken vacation/pleasure
trip to Manitoba only)

POPULATION CHARACTERISTICS:	1983	1982	% 82/83	POPULATION CHARACTERISTICS:
STATE TOTAL:	2.80%	3.08%	-8.95%	STATE TOTAL:
TWIN CITIES HOUSEHOLDS	2.37%	3.07%	-22.78%	TWIN CITIES HOUSEHOLDS
NON-METRO HOUSEHOLDS	3.17%	3.08%	2.99%	NON-METRO HOUSEHOLDS
SEX:				SEX:
MALE ADULT POPULATION	2.52%	2.68%	-5.96%	MALE ADULT POPULATION
FEMALE ADULT POPULATION	2.99%	3.39%	-12.02%	FEMALE ADULT POPULATION
AGE:				AGE:
HOUSEHOLD HEAD UNDER 35 YEARS	4.59%	4.15%	10.73%	HOUSEHOLD HEAD UNDER 30 YEARS
HOUSEHOLD HEAD 35-44 YEARS	1.88%	3.25%	-42.25%	HOUSEHOLD HEAD 30-49 YEARS
HOUSEHOLD HEAD 45-64 YEARS	2.37%	3.41%	-30.55%	HOUSEHOLD HEAD 50-64 YEARS
HOUSEHOLD HEAD 65+	0.63%	1.15%	-45.28%	HOUSEHOLD HEAD 65+
AGE COMPARISON:				AGE COMPARISON:
HOUSEHOLD HEAD UNDER 65 YEARS	3.13%	3.56%	-9.24%	HOUSEHOLD HEAD UNDER 65 YEARS
HOUSEHOLD HEAD OVER 65 YEARS	0.63%	1.15%	-45.28%	HOUSEHOLD HEAD OVER 65 YEARS
INCOME:				INCOME:
HOUSEHOLD INCOME UNDER \$10,000	1.18%	1.56%	-24.26%	HOUSEHOLD INCOME UNDER \$10,000
HOUSEHOLD INCOME \$10,000-14,999	4.42%	3.57%	23.89%	HOUSEHOLD INCOME \$10,000-14,999
HOUSEHOLD INCOME \$15,000-24,999	3.43%	1.27%	170.10%	HOUSEHOLD INCOME \$15,000-24,999
HOUSEHOLD INCOME \$25,000+	2.51%	5.42%	-53.66%	HOUSEHOLD INCOME \$25,000+
EDUCATION:				EDUCATION:
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	1.55%	2.20%	-29.46%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	3.81%	2.34%	62.98%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	1.79%	2.78%	-35.71%	HOUSEHOLD HEAD WITH POST-HIGH SCHOOL
HOUSEHOLD COLLEGE GRADUATE	3.28%	5.12%	-35.94%	HOUSEHOLD COLLEGE GRADUATE
SURVEY SAMPLE SIZE	1,000	1,008	1,008	SURVEY SAMPLE SIZE

d) Travel to Other Provinces

On a province-by-province basis, Ontario and Manitoba remained the primary areas for Canadian vacation and pleasure travel by Minnesota residents. (Table 5)

The visitation rate to Canada by Minnesota residents indicated an increase in 1983 of 3.7 percentage points to 14.7% from 1982.

The multi-province visitation rates has also been on the decline since the 1974 peak of 1.63%.

In 1982, the multi-province visitation rate hit an all time low of 1.15%.

In 1983 the multi-province visitation rate increased to 1.22% which is slightly higher than the 1981 rate.

Manitoba's visitation rate by Minnesota residents has increased by 0.8 percentage points to 4.8% in 1983 from 1982.

Ontario's visitation rate has increased dramatically by 4.5 percentage points to 9.7% in 1983 from 1981. (Tables 5 and 6)

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TABLE 5
VACATION AND/OR PLEASURE TRAVEL TO OTHER PROVINCES BY MINNESOTA HOUSEHOLDS
(Households with members who visited provinces on a vacation/pleasure trip)
PERCENT VISITING PROVINCES

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
MANITOBA	4.8%	4.0%	3.2%	3.8%	2.7%	N/A	4.0%	5.6%	6.2%	6.6%	4.3%	4.2%
ONTARIO	9.7%	5.2%	7.7%	7.3%	6.6%	N/A	5.4%	7.8%	7.5%	9.1%	7.4%	8.0%
QUEBEC	1.3%	0.6%	0.9%	0.7%	0.7%	N/A	0.4%	0.8%	1.1%	1.9%	1.1%	0.8%
SASKATCHEWAN	0.9%	1.1%	1.2%	1.2%	0.4%	N/A	1.4%	1.2%	2.2%	2.4%	1.4%	1.4%
ALBERTA	0.7%	0.7%	0.7%	0.9%	0.7%	N/A	1.0%	1.1%	2.0%	2.4%	1.5%	0.9%
BRITISH COLUMBIA	0.6%	0.9%	0.5%	0.4%	0.6%	N/A	1.5%	0.6%	1.7%	2.6%	1.0%	0.6%
TOTAL	18.0%	12.7%	14.2%	14.3%	11.7%	N/A	13.7%	17.1%	20.7%	25.0%	16.7%	16.1%
% VISITING CANADA*	14.7%	11.0%	11.7%	10.8%	9.4%	N/A	10.5%	12.8%	13.3%	15.3%	12.8%	11.3%
MULTI-PROVINCE VISIT RATE	1.22	1.15	1.21	1.32	1.24	N/A	1.30	1.34	1.56	1.63	1.30	1.42

* Percentages acquired reference Table 2.

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TABLE 6
VACATION AND PLEASURE TRAVEL BY MINNESOTA HOUSEHOLDS
(Households with members who travelled to Manitoba or Ontario
on a Vacation/Pleasure trip)

POPULATION CHARACTERISTICS:	PERCENT VISITING MANITOBA			PERCENT VISITING ONTARIO			POPULATION CHARACTERISTICS:		
	1983	1982	\$ 82/83	1983	1982	\$ 82/83	STATE TOTAL:	TWIN CITIES HOUSEHOLDS	NON-METRO HOUSEHOLDS
STATE TOTAL:	4.80%	3.97%	20.96%	9.70%	5.16%	88.03%			
TWIN CITIES HOUSEHOLDS	4.53%	4.17%	8.62%	10.78%	4.82%	123.35%			
NON-METRO HOUSEHOLDS	5.04%	3.80%	32.41%	8.77%	5.43%	61.34%			
SEX:							SEX:		
MALE ADULT POPULATION	4.79%	3.79%	26.12%	11.59%	6.47%	79.00%	MALE ADULT POPULATION		
FEMALE ADULT POPULATION	4.81%	4.11%	17.10%	8.46%	4.11%	105.93%	FEMALE ADULT POPULATION		
AGE:							AGE:		
HOUSEHOLD HEAD UNDER 35 YEARS	5.68%	4.98%	13.99%	10.27%	5.81%	76.80%	HOUSEHOLD HEAD UNDER 30 YEARS		
HOUSEHOLD HEAD 35-44 YEARS	5.16%	4.34%	19.10%	14.55%	6.50%	123.77%	HOUSEHOLD HEAD 30-49 YEARS		
HOUSEHOLD HEAD 45-64 YEARS	4.74%	4.39%	8.04%	7.51%	5.37%	39.96%	HOUSEHOLD HEAD 50-64 YEARS		
HOUSEHOLD HEAD 65+	2.52%	1.72%	45.91%	5.66%	1.15%	392.45%	HOUSEHOLD HEAD 65+		
AGE COMPARISON:							AGE COMPARISON:		
HOUSEHOLD HEAD UNDER 65 YEARS	5.26%	4.43%	18.92%	10.53%	5.86%	79.59%	HOUSEHOLD HEAD UNDER 65 YEARS		
HOUSEHOLD HEAD OVER 65 YEARS	2.52%	.89%	33.33%	5.66%	1.26%	350.00%	HOUSEHOLD HEAD OVER 65 YEARS		
INCOME:							INCOME:		
HOUSEHOLD INCOME UNDER \$10,000	1.78%	2.37%	-25.00%	5.92%	1.18%	400.00%	HOUSEHOLD INCOME UNDER \$10,000		
HOUSEHOLD INCOME \$10,000-14,999	6.19%	5.31%	16.67%	5.31%	6.19%	-14.29%	HOUSEHOLD INCOME \$10,000-14,999		
HOUSEHOLD INCOME \$15,000-24,999	4.29%	3.43%	25.00%	10.73%	8.15%	31.58%	HOUSEHOLD INCOME \$15,000-24,999		
HOUSEHOLD INCOME \$25,000+	6.03%	2.26%	166.67%	13.57%	2.26%	500.00%	HOUSEHOLD INCOME \$25,000+		
EDUCATION:							EDUCATION:		
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	3.10%	3.10%	0.00%	6.20%	2.33%	166.67%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE		
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	5.57%	2.93%	90.00%	7.33%	6.16%	19.05%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL		
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	4.29%	3.21%	33.33%	8.93%	3.57%	150.00%	HOUSEHOLD HEAD WITH POST-HIGH SCHOOL		
HOUSEHOLD COLLEGE GRADUATE	5.33%	6.97%	-23.53%	15.98%	7.38%	116.67%	HOUSEHOLD COLLEGE GRADUATE		
SURVEY SAMPLE SIZE	1000	1008		1000	1008		SURVEY SAMPLE SIZE		

NOTE: In 1983, categorical changes were made to the AGE groupings.
The categories on the left apply to the 1982 survey,
and the categories on the right apply to the 1983 survey.
The AGE COMPARISON category groups the age categories of
these two survey years into one comparable category.

e) Manitoba Market Share

The figures in Table 7 must be used with caution as the sample sizes for categories other than total households becomes very small.

In general, Manitoba's market share of vacation/pleasure travel by Minnesota residents to Canada indicated a substantial decrease of 3.39 percentage points to 32.65% in 1983 from 1981.

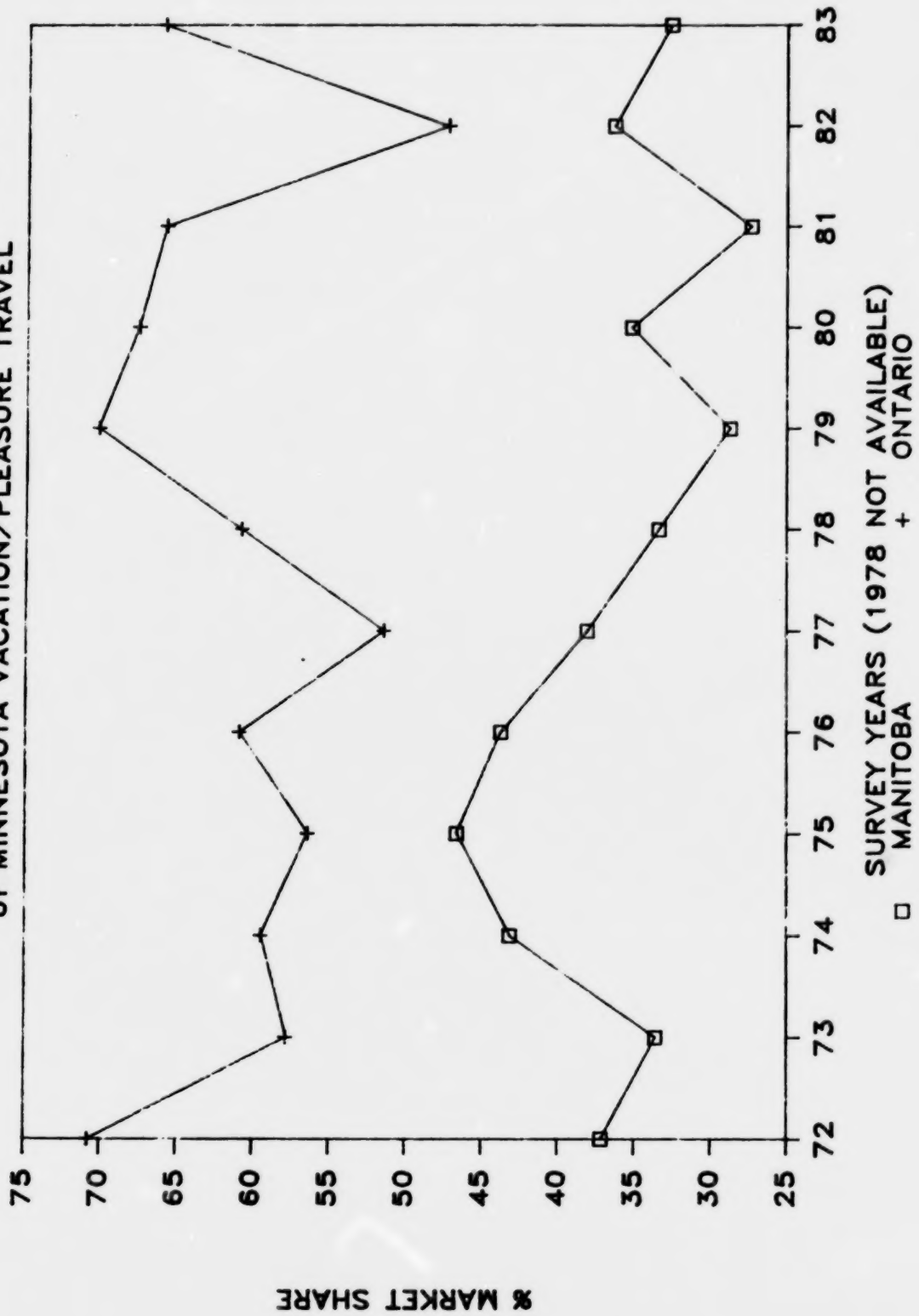
Ontario's market share of vacation/pleasure travel by Minnesota residents to Canada indicated a significant increase of 30.89 percentage points to 65.99% in 1983 from 1981. (Table 8)

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TABLE 7
MANITOBA MARKET SHARE OF VACATION/PLEASURE TRIPS BY
MINNESOTA HOUSEHOLDS TO CANADA 1972-1983

POPULATION CHARACTERISTICS:		PERCENT TAKING TRIP		POPULATION CHARACTERISTICS:	
		1983	1982		
STATE TOTAL:					
TWIN CITIES HOUSEHOLDS		32.65%	36.04%	STATE TOTAL:	
NON-METRO HOUSEHOLDS		29.58%	35.19%	TWIN CITIES HOUSEHOLDS	
SEX:		35.53%	36.84%	NON-METRO HOUSEHOLDS	
MALE ADULT POPULATION					
FEMALE ADULT POPULATION		28.79%	31.48%	SEX:	
AGE:		35.80%	40.35%	MALE ADULT POPULATION	
HOUSEHOLD HEAD UNDER 35 YEARS		33.87%	38.71%	FEMALE ADULT POPULATION	
HOUSEHOLD HEAD 35-44 YEARS		28.95%	34.04%	AGE:	
HOUSEHOLD HEAD 45-64 YEARS		37.50%	37.50%	HOUSEHOLD HEAD UNDER 30 YEARS	
HOUSEHOLD HEAD 65+		26.67%	37.50%	HOUSEHOLD HEAD 30-49 YEARS	
AGE COMPARISON:					
HOUSEHOLD HEAD UNDER 65 YEARS		33.33%	35.36%	HOUSEHOLD HEAD 50-64 YEARS	
HOUSEHOLD HEAD OVER 65 YEARS		26.67%	41.04%	HOUSEHOLD HEAD 65+	
INCOME:					
HOUSEHOLD INCOME UNDER \$10,000		20.00%	50.49%	AGE COMPARISON:	
HOUSEHOLD INCOME \$10,000-14,999		50.00%	53.10%	HOUSEHOLD HEAD UNDER 65 YEARS	
HOUSEHOLD INCOME \$15,000-24,999		25.64%	33.76%	HOUSEHOLD HEAD OVER 65 YEARS	
HOUSEHOLD INCOME \$25,000+		32.43%	15.02%	INCOME:	
EDUCATION:					
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE		30.77%	51.30%	HOUSEHOLD INCOME UNDER \$10,000	
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL		41.30%	27.86%	HOUSEHOLD INCOME \$10,000-14,999	
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL		30.77%	34.71%	HOUSEHOLD INCOME \$15,000-24,999	
HOUSEHOLD COLLEGE GRADUATE		26.53%	40.22%	HOUSEHOLD INCOME \$25,000+	
EDUCATION:					
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE		30.77%	51.30%	HOUSEHOLD INCOME \$25,000+	
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL		41.30%	27.86%	EDUCATION:	
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL		30.77%	34.71%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	
HOUSEHOLD COLLEGE GRADUATE		26.53%	40.22%	HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL	
EDUCATION:					
HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE		30.77%	51.30%	HOUSEHOLD HEAD WITH POST-HIGH SCHOOL	
HOUSEHOLD HEAD WITH ONLY HIGH SCHOOL		41.30%	27.86%	HOUSEHOLD COLLEGE GRADUATE	
HOUSEHOLD HEAD WITH POST-HIGH SCHOOL		30.77%	34.71%	EDUCATION:	
HOUSEHOLD COLLEGE GRADUATE		26.53%	40.22%	HOUSEHOLD HEAD NOT A HIGH SCHOOL GRADUATE	

CANADIAN MARKET SHARE of MINNESOTA VACATION/PLEASURE TRAVEL



APPENDIX I

HISTORICAL STATISTICS

Table 1

Table 2

Table 3

Table 7

12-Dec-83 MINNESOTA VACATION TRAVEL SURVEY - HISTORICAL STATISTICS 1972 - 1983

TABLE 1: INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1972 - 1983
(HOUSEHOLD MEMBERS HAVING TAKEN VACATION/PLEASURE TRIPS OF ONE OR MORE NIGHTS AWAY FROM HOME)

POPULATION CHARACTERISTICS:	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
STATE TOTAL:	79.1%	64.0%	73.0%	74.6%	69.2%	N/A	74.1%	76.6%	77.7%	77.5%	74.4%	71.3%

TABLE 2: INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1972 - 1983
(Household with members who travelled to Canada on a vacation/pleasure trip)

POPULATION CHARACTERISTICS:	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
STATE TOTAL:	14.7%	11.0%	11.7%	10.8%	9.4%	N/A	10.5%	12.8%	13.3%	15.3%	12.8%	11.3%

TABLE 3: INCIDENCE OF TRIPS BY MINNESOTA HOUSEHOLDS, 1972 - 1983
(Household with members who travelled to Manitoba on a vacation/pleasure trip)

POPULATION CHARACTERISTICS:	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
STATE TOTAL:	4.8%	4.0%	3.2%	3.8%	2.7%	N/A	4.0%	5.6%	6.2%	6.6%	4.3%	4.2%

TABLE 7: MANITOBA MARKET SHARE OF VACATION/PLEASURE TRIPS BY MINNESOTA HOUSEHOLDS TO CANADA 1972-1983

POPULATION CHARACTERISTICS:	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
STATE TOTAL:	32.7%	36.0%	27.4%	35.2%	28.7%	N/A	38.5%	43.8%	46.6%	42.8%	33.9%	36.6%

APPENDIX 2

PROBE MINNESOTA

1983

SURVEY DATA TABLES

PEOPLE - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1963

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIPS IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE? ... IF NOT?

	A P F A		S E X		A G E			
	 OUT							
	METRO	STATE	MALE	FEMALE	UNDER 35	35-44	45-64	65 OR OLDER
YES - HAVE	79%	84%	79%	79%	84%	85%	82%	55%
NO - HAVE NOT	21%	16%	21%	21%	16%	15%	18%	45%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	464	377	603	370	21%	253	159

PEOPLE - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1983

HAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIPS IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE? ... OR NOT?

	TOTAL SAMPLE	I N C O M E				E D U C A T I O N			
		UNDER \$10000	\$10000-\$14999	\$15000-\$24999	\$25000-\$40000	NOT HS GRAD	HS GRAD	POST HS GRAD	POST COLLEGE GRAD
YES - HAVE	79%	61%	75%	85%	89%	57%	76%	84%	90%
NO - HAVE NOT	21%	39%	25%	15%	11%	43%	24%	16%	10%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	169	113	233	252	129	341	290	244

PROF - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1983

WAS ANY MEMBER OF YOUR HOUSEHOLD TAKEN ANY VACATION OR PLEASURE TRIPS IN THE LAST TWELVE MONTHS WHERE YOU WERE AWAY FROM HOME FOR ONE NIGHT OR MORE? ... OR NOT?
 DID ANY MEMBER OF YOUR HOUSEHOLD GO TO CANADA ON A VACATION OR PLEASURE TRIP? ... OR NOT?

	A R F A		S E X		A G E			
								
TOTAL	CUT		MALE FEMALE		UNDER	35	35-44	45-64
SAMPLE	STATE		-----		--	--	-----	-----
	-----	-----	-----	-----	-----	-----	-----	-----
YES - DID GO TO CANADA	15%	14%	17%	13%	17%	18%	13%	9%
NO - DID NOT GO TO CANADA	64%	60%	63%	66%	67%	68%	69%	45%
NOT TAKEN VACATION	21%	26%	21%	21%	16%	15%	19%	45%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
RASF FOR PERCENTAGES	1000	464	397	603	370	213	253	159

PEOPLE - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1963

WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

	A R E A		S E X		A G E				
	TOTAL SAMPLE	METRO STATE	CITY	MALE	FEMALE	35-44	45-54	55-64	65 OR OLDER
MANITOBA	5%	5%	5%	5%	5%	5%	5%	5%	5%
ONTARIO	10%	11%	9%	12%	8%	10%	15%	1%	6%
BRITISH COLUMBIA	1%	1%	1%	1%	2%	1%	1%	2%	1%
SASKATCHEWAN	1%	1%	1%	1%	1%	1%	1%	1%	1%
QUEBEC	1%	1%	1%	+	1%	1%	1%	+	1%
ALBERTA	1%	+	1%	1%	+	1%	1%		1%
OTHER PROVINCES	+	+	+		+		+		1%
DON'T REMEMBER	+	+	+	1%		1%			1%
DID NOT GO TO CANADA	6%	6%	6%	6%	6%	6%	6%	6%	4%
NOT TAKEN VACATION	2%	1%	2%	2%	2%	1%	1%	1%	4%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE FOR PERCENTAGES	1000	464	536	377	603	370	213	253	159

WHICH OF THE CANADIAN PROVINCES WERE VISITED IN THE LAST TWELVE MONTHS?

	TOTAL SAMPLE	INCOME					EDUCATION				
		UNDER \$1000	\$1000 \$1500	\$1500 \$2500	\$2500 \$4000	4000 \$4000 & MORE	NOT HS GRAD	HS GRAD	HS POST COLLEGE	POST COLLEGE GRAD	
MANITOBA	42	22	62	42	72	52	32	62	42	52	
ONTARIO	102	42	52	112	122	152	42	72	92	162	
BRITISH COLUMBIA	12	12	12	12	22	22	22	12	12	22	
SASKATCHEWAN	12	12	22	12	12	22	12	12	12	12	
ALBERTA	12	12	12	12	22	12	12	12	12	22	
OTHER PROVINCES	12	12	12	12	12	12	12	12	12	12	
DON'T REMEMBER	12	12	12	12	12	12	12	12	12	12	
DID NOT GO TO CANADA	62	52	62	62	72	72	42	62	72	72	
NOT TAKEN VACATION	22	32	22	12	12	12	42	22	12	12	
TOTAL	102	102	102	102	102	102	102	102	102	102	
BASE FOR PERCENTAGES	100	162	112	232	252	142	122	342	292	242	

POORE - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1963

WHY I AM GOING TO READ SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN CANADA. FOR EACH ONE PLEASE TELL ME IF, ON THE LAST TRIP TO CANADA, YOU OR ANY HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN CANADA, ... OR NOT?

	A P F A		S E X		A G E				
									
	TOTAL	METRO	MALE	FFEMALE	UNDER	35	35-44	45-54	65 OR
	SAMPLE	STATE	-----	-----	-----	-----	-----	-----	OLDER
	-----	-----	-----	-----	-----	-----	-----	-----	-----
SIGHTSEEING OR TOURING RURAL AREAS	9%	10%	10%	9%	10%	12%	9%	4%	4%
SHOPPING	9%	9%	9%	9%	9%	9%	9%	7%	7%
FISHING	7%	7%	7%	6%	8%	11%	5%	3%	3%
BOATING, CANOEING, OR SAILING	7%	7%	10%	5%	8%	11%	5%	2%	2%
HIKING	6%	6%	6%	6%	7%	8%	5%	3%	3%
CAMPING	6%	6%	7%	5%	7%	8%	4%	3%	3%
SUNBATHING AT BEACHES OR IN POOLS	5%	5%	5%	4%	6%	7%	2%	2%	2%
SIGHTSEEING OR VISITING MINNAPFC	3%	3%	3%	4%	4%	4%	4%	2%	2%
ATTENDED FESTIVALS OR SPECIAL EVENTS	3%	3%	3%	4%	3%	4%	4%	2%	2%
VISITED FRIENDS OR RELATIVES	3%	2%	2%	3%	4%	3%	2%	2%	2%
ATTENDED THE HORSE RACES	1%	1%	1%	1%	2%	1%	2%	1%	1%
AGONE OF THESE ACTIVITIES	+	1%	1%	+	1%	+	+	+	+
DID NOT GO TO CANADA	64%	60%	63%	66%	67%	68%	69%	69%	45%
NOT TAKEN VACATION	21%	16%	21%	21%	16%	15%	18%	18%	45%
TOTAL	145%	147%	147%	142%	153%	159%	158%	158%	119%
PAGE FOR PERCENTAGES	1000	464	397	603	370	213	253	253	159

FIGURE - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1963

HOW WOULD YOU GOING TO HEAD SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN CANADA. FOR EACH ONE PLEASE TELL ME IF, ON THE LAST TRIP TO CANADA, YOU OR ANY HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN CANADA. OR NOT?

	A R E A		S E X		A G E				
									
	TOTAL	OUT	MALE	FEMALE	UNDER 35	35-44	45-64	65 OR OLDER	
	-----	-----	-----	-----	-----	-----	-----	-----	
NOT TAKEN VACATION	294	72	82	127	62	31	46	72	
	21%	16%	21%	21%	16%	15%	18%	45%	
TOTAL	1440	600	591	854	566	339	349	190	
	145%	147%	149%	142%	153%	150%	134%	119%	
BASE FOR PERCENTAGES	1000	444	397	603	370	213	293	159	

PROFF - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1983

HOW I'M GOING TO REAP SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN CANADA. FOR EACH ONE PLEASE TELL ME IF, ON THE LAST TRIP TO CANADA, YOU OR ANY HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN CANADA, ... OR NOT?

	TOTAL SAMPLE	I N C O M E				E D U C A T I O N			
		UNDER \$10000	\$10000 \$14999	\$15000 \$24999	\$25000 \$49999	NOT HS GRAD	HS GRAD	HS POST COLLEGE	POST COLLEGE
SIGHTSEEING OR TOURING RURAL AREAS	92	52	82	112	122	52	92	102	112
SHOPPING	92	52	112	22	122	102	52	92	122
FISHING	72	22	42	22	102	102	32	72	92
KAYAKING, CANOEING, OR SAILING	72	22	32	92	112	92	32	72	92
HIKING	62	12	82	72	92	72	22	42	22
CAMPING	62	12	52	22	22	42	22	42	72
SUNBATHING AT BEACHES OR IN POOLS	52	12	42	22	42	32	22	52	42
SIGHTSEEING OF VISITING MINNAPOLIS	32	12	42	22	42	42	22	42	42
ATTENDED FESTIVALS OR SPECIAL EVENTS	32	22	42	32	62	32	22	52	42
VISITED FRIENDS OR RELATIVES	32	22	42	52	22	42	22	32	32
ATTENDED THE HORSE RACES	12	12	12	12	22	12	12	22	22
NONE OF THESE ACTIVITIES	+			+	12	12	+		22
DID NOT GO TO CANADA	642	522	622	682	732	702	472	632	702
NOT TAKEN VACATION	212	392	252	152	112	122	432	242	162
TOTAL	1452	1152	1422	1532	1652	1512	1162	1432	1562
BASE FOR PERCENTAGE	1000	169	113	232	262	146	129	341	290

NOW I'M GOING TO READ SOME DIFFERENT ACTIVITIES PEOPLE CAN DO IN CANADA. FOR EACH ONE PLEASE TELL ME IF, ON THE LAST TRIP TO CANADA, YOU OR ANY HOUSEHOLD MEMBERS DID THAT ACTIVITY WHILE IN CANADA. OP NOT?

	I N C O M E				E D U C A T I O N			
	UNDER \$10000	\$10000-\$15000	\$15000-\$25000	\$25000-\$40000	NOT HS	HS	POST COLLEGE	
TOTAL	66	24	36	24	55	81	46	25
SAMPLE	39%	25%	15%	11%	43%	24%	14%	10%
NOT TAKEN VACATION	195	161	356	415	150	486	427	380
TOTAL	115%	142%	153%	165%	116%	143%	152%	156%
BASE FOR PERCENTAGES	159	113	233	252	129	341	290	244

FOOP - A QUARTERLY OPINION SURVEY OF MINNESOTA ADULTS - NOVEMBER 1983

WICH CANADIAN PROVINCES WERE VISITED?

	A R F A		S E X		A G E			
								
TOTAL	OUT	STATE	MALE	FEMALE	UNDER 35	35-44	45-54	65 OR OLDER
SAMPLE	WTRD	STATE	-----	-----	-----	-----	-----	-----
MANITOWA ONLY	11	17	10	18	17	4	6	1
PERCENT OF ALL RESPONDENTS	3%	2%	3%	3%	5%	2%	2%	1%
ALL RESPONDENTS	1000	464	337	603	370	213	253	159
PERCENT OF ALL MANITOWA VISITORS	54%	42%	53%	62%	81%	36%	50%	25%
ALL MANITOWA VISITORS	48	21	19	29	21	11	12	4